

**Subject:** Fwd: Open Forum Digest for Friday May 13, 2016

**From:** Miranda Paster

**Date:** 05/18/2016 03:18 PM

**To:** lessisters@lycos.com, s ch <serranochilipepper@yahoo.com>, wilmingtonchamber <wilmingtonchamber@wilmington-chamber.com>, "Russell, Mike" <mike@wilshirecenter.com>, Ellen Endo <ellenendo@yahoo.com>

----- Forwarded message -----

From: **International Downtown Association** <[DoNotReply@connectedcommunity.org](mailto:DoNotReply@connectedcommunity.org)>

Date: Sat, May 14, 2016 at 12:25 AM

Subject: Open Forum Digest for Friday May 13, 2016

To: [miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)

## Open Forum

[Post New Message](#)

May 13, 2016

started 4 days ago, [Pegg Gustafson](#) (5 replies)

### [Employees parking at meters](#)

1. [The problem of employee \(and employer\) parking...](#) David Feehan

### 1. [Re: Employees parking at meters](#)

[Reply to Group](#)

[Reply to Sender](#)



May 13, 2016 11:21 AM

[David Feehan](#)

The problem of employee (and employer) parking at meters is widespread. However, most merchants don't have any idea how much it might cost them in terms of lost business. If they did they might support measures to reduce this practice and provide alternatives for employees. A couple of years ago, while doing a parking advisory panel in Fort Collins, CO, I did a rough calculation to determine the cost to an average city block of stores, and found that, based on the average sales per square foot of \$150, a metered space could cost the block \$350,000 in sales per year. I assumed a 300 foot block with 20 feet subtracted for sidewalks, leaving 280 feet of frontage. I assumed building depth of 100 feet, leaving 28,000 square feet per block. This gives each block potential sales of \$4,200,000 per year. Assuming each metered space is 22 foot long, that makes each metered space worth \$350,000. If my calculations are correct, this might help persuade business owners to work with BIDs, downtown organizations, and city governments to provide a "carrot and stick" approach to the problem.

-----  
David Feehan  
Civitas Consultants LLC  
Silver Spring MD  
[\(202\) 288-0528](tel:(202)288-0528)  
-----

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#)

-----  
Original Message:

Sent: 05-11-2016 08:40

From: Ron Butlin

Subject: Employees parking at meters

Good Morning,

Yes this seems to be a widespread issue. We have incorporated a multi-pronged approach. We have passed an ordinance not allowing a car to move on the same block face to avoid time restrictions, we have scaled our tickets so that the 3rd and 4th parking ticket are relatively expensive and we offer discounted employee parking at \$25.00/month in any public surface lot. It has taken 6 months to a year but we are seeing results.

-----  
Ron Butlin  
Executive Director  
Pensacola Downtown Improvement Board  
Pensacola FL

You are subscribed to "Open Forum" as [miranda.paster@lacity.org](mailto:miranda.paster@lacity.org). To change your subscriptions, go to [My Subscriptions](#). To unsubscribe from this community discussion, go to [Unsubscribe](#).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)